

pma **fresh**

M A G A Z I N E



2014 MEDIA KIT

fresh delivers.

PMA's *fresh* magazine connects brands to the global produce and floral industry's most influential audience – leaders who make decisions, shape business strategy, push technology and drive the industry forward.

Engaging Content.

fresh magazine covers what impacts and influences the global fresh produce and floral industry, and the PMA community: innovative people and companies, hot topics, business best practices, consumer trends, game-changing advances in science and technology, and more.

Concise Format.

Our short-form articles offer business ideas that stick. Refreshingly relevant, concise and easily-digestible, *fresh* magazine is a quick read that gives you full perspective.

Industry Perspective.

fresh connects you to inspiration not only from our industry but from other industries as well. And the exclusive stories and interviews we feature reflect the perspectives from our member community around the world.

Shelf Life.

Readers can access articles from current and past issues online, 24/7/365.

27 TRENDS AND COMPANIES SHAPING INNOVATION IN OUR INDUSTRY

01 Big data is (finally) on the menu:

02 Edible films and packaging: Wikicells

03 Convenience and snacking: Del Monte Fresh

04 Restaurants and retail: alike later to Millennials

WANT TO INNOVATE?

First, find out where the opportunity lies.

FLORAL OPPORTUNITIES BLOOM FROM CHALLENGE

WELCOME TO TODAY'S FLORAL INDUSTRY. PREPARED FOR GROWTH.



Engaged Audience & Global Reach. Delivering Your Message.

With four engaging issues per year, *fresh* mails to nearly 5,000 fresh produce and floral professionals, and is delivered digitally to more than 19,000 individuals—including 95 of the top 225 retailers and more than 3,000 PMA member companies representing all segments of the global supply chain.

NEW for 2014

Our April issue will feature a brand new look for *fresh* magazine, including new and expanded content and dedicated sections including:

- **Floral**
- **Global**
- **Hot topics related to global connections, science and technology, industry talent and issues leadership**

In July, we'll be rolling out new options for digital advertising, with a completely new web section of pma.com dedicated to all of the exciting content from *fresh* magazine.



2014 *fresh* Editorial Calendar

January 27

The 2014 Outlook Issue

Highlights include:

- Creating a “Fresh Food Revolution” and an update on the PMA -Sesame Street Initiative
- Recruiting and hiring trends in the industry; plus a look at the PMA Foundation Ag Careers Partnership
- The Year Ahead for PMA Members: More value than ever for you and your business
- A Look at PMA A-NZ’s Emerging Leaders Program
- What’s in store for Floral?
- A Tribute to an Industry Mentor

April 7

Disruptive Technologies & Women in Business Issue

The wildly popular issue highlighting women is back with its 2nd annual installment.

Highlights also include:

- Disruptive technologies changing the industry, including:
 - Food Safety & Seed Technologies
 - Water & Energy Usage
 - Big Data
 - Marketing & Mobile Technologies
 - Gaming & Gamification
- 3 Cool Startups
- 10 Powerful Social Media Campaigns
- Social Media for Produce & Floral
- Plus coverage of the roll out of the Sesame Street initiative

July 7

The Leadership Issue & Foodservice Trends Issue

Highlights include:

- PMA Foundation Update
- 5 NextGen Leaders to Watch
- The Corner Office: CEO Q&A
- 3 Leadership Lessons Learned: A Roundtable Discussion
- Talent Trends Continued
- 10 Best Bosses in the Industry
- What Makes a Good Leader? 15 Traits of a Successful Leader
- Plus a preview of the Foodservice Conference and highlights of new products and services

October 6

The Innovation & Ideas Issue

Highlights include:

- Fresh Summit Preview & New Products Highlights
- 15 Change Agents & Innovators You Should Know
- 10 Trends to Watch: A Look Ahead at the Markets, Ideas and Opportunities for 2015
- Your Brand on Social: What is it saying?

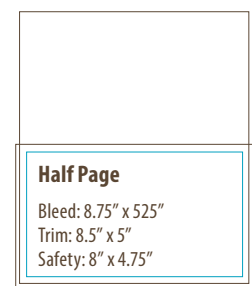
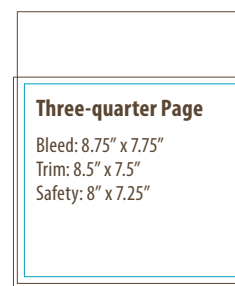
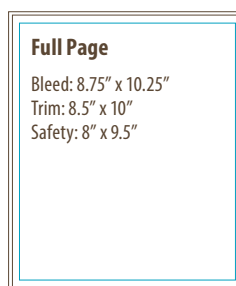
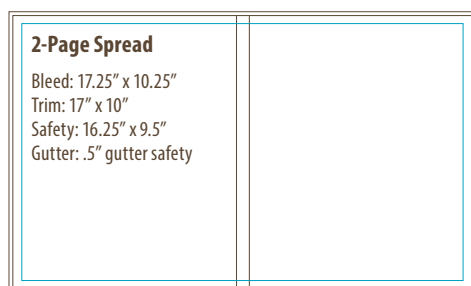


Publication Date		Editorial Features	Special Advertising Sections	Bonus Distribution	Other Events
January 27 (Digital Only)	<i>Ad Space Close</i> January 14 <i>Materials Due</i> January 16	Outlook Issue	Impact Award Winners NEW! Floral Marketer of the Year NEW!	N/A	
April 7	<i>Ad Space Close</i> March 18 <i>Materials Due</i> March 20	10 Women to Watch Sesame Street Update Disruptive Technologies for the produce and floral industry	10 Women to Watch NEW!	PMA Foundation Women's Fresh Perspectives Conference PMA Fresh Connections: The Netherlands PMA Fresh Connections: Mexico PMA Fresh Connections: A-NZ PMA Fresh Connections: Food Safety PMA Technology Events	APAS Show: Brazil (PMA Booth) CPS Symposium
					
July 7	<i>Ad Space Close</i> June 17 <i>Materials Due</i> June 19	Foodservice Conference Preview 5 NextGen Leaders to Watch 10 Best Bosses in the Industry	Foodservice Conference New Products NEW!	PMA Foodservice Conference & Expo PMA Fresh Connections: Southern Africa PMA Fresh Connections: Brazil PMA Foundation High Performance Management Conference	Asia Fruit Logistica: Hong Kong (PMA Booth)
					
October 6	<i>Ad Space Close</i> September 16 <i>Materials Due</i> September 18	Fresh Summit Preview 15 Change Agents You Should Know	Fresh Summit New Products NEW! 15 Change Agents You Should Know NEW!	PMA Fresh Summit Convention & Expo PMA Fruittrade Latin America PMA Foundation Executive Leadership Symposium	PMA Booth/Center at Fresh Summit

All dates & topics are subject to change without notice. Check <http://www.pma.com/freshmagazine> for updates.

2014 Rate Card

Advertising	Frequency		
	1x	2x (10%)	3x (25%)
2-Page Spread	\$7,000	\$6,300	\$5,250
Full Page Inside Cover (Opposite Contents)	\$4,300	\$3,870	\$3,225
Inside Back Cover (Opposite Last Word/By the Numbers)	\$4,300	\$3,870	\$3,225
Three-Quarter Page Back Cover	\$4,500	\$4,050	\$3,375
Full Page (Opposite Letter from Editor)	\$4,000	\$3,600	\$3,000
Full Page (Opposite Masthead)	\$4,000	\$3,600	\$3,000
Full Page Interior	\$3,700	\$3,330	\$2,775
Half Page Interior (Horizontal)	\$2,500	\$2,250	\$1,875



Additional Options

Inserts, gatefolds, magazine wraps, cover tip ons? Please contact PMA's Business Development Team at +1 (302) 738-7100 or development@pma.com – we can work with you to tailor a special opportunity for visibility.

More Added Value for You. Special Discounts:

10% New PMA Member Discount:

For new PMA members, a cost-effective way to launch or promote your brand.

NEW! 10% New Exhibitor Discount:

For new exhibitors of PMA events, a cost-effective way to increase visibility for your brand and promote your products or services.

10% Gold Circle Discount:

For PMA Gold Circle contributors, in recognition of your strong support of critical food safety research, training and outreach.

20% Floral Discount:

For members of the floral industry

25% Agency Discount:

For advertising agencies



Get a *fresh* Start in 2014... Reserve Your *fresh* Advertising Today!

Leading Brands Advertise with PMA

Accu-Tab

Alliance Rubber

California Avocado Commission

Duda Farm Fresh Foods

Easy Foods

Eriez Manufacturing

Hollandia Produce

Litehouse

Mann Packing

Mariani Nut

Mastronardi/Sunset

Port of Long Beach

Ranier Fruit

Sunsweet Growers

TOMRA Sorting Solutions

Volm Manufacturing

Well Pict Berries

For more information, or to place an ad:

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What advertisers and readers are saying about *fresh*

***“fresh* magazine is a cost-effective way to reach the global fresh produce community.”**

— Gina Nucci, Director of Healthy Culinary Innovation, Mann Packing Company

“Advertising in *fresh* magazine has been a great investment for us. It lets us get our message out to our customers and the PMA community, not only at the annual shows and events, but all year round.”

— Jim Grabowski, Well Pict Berries

